

**WFSB-TV**  
9/24-9/30

MARKET: Hartford/New Haven  
 TARGET DEMO: ADULTS 35+  
 CLIENT: Friends of Chris Murphy

SCHEDULE DATES:  
 # OF WEEKS or FLIGHTS IN SCHEDULE: 1  
 REMARKS:

DATE: 20-Sep-12  
 FILE: TVPW

STATION	DAYS	TIME PERIOD	D/P	PROGRAM	RATE	TAC/CPP	RTG	# SPOTS	AVG CPP	TOT GRPS	TOT COST	TOT TAC COST
WFSB	M-F	4:30-5A	M	News	250.00		1.8	5	\$138.88	9.0	\$1,250.00	
WFSB	M-F	5-530A	M	News	450.00		2.9	5	\$155.17	14.5	\$2,250.00	
WFSB	M-F	530-6A	M	News	600.00		4.6	5	\$130.43	23.0	\$3,000.00	
WFSB	M-F	6-630	M	News	900.00		4.8	5	\$187.50	24.0	\$4,500.00	
WFSB	M-F	630-7	M	News	900.00		-	5	\$160.71	28.0	\$4,500.00	
WFSB	M-F	7-79A	E	Early Show	200.00		3.5	7	\$57.14	24.5	\$1,400.00	
WFSB	SAT	8-7A	E	News	350.00		3.2	1	\$108.58	3.2	\$350.00	
WFSB	SAT	7-9	E	News	450.00		3.6	2	\$125.00	7.2	\$900.00	
WFSB	SUN	6-7	L	News	150.00		3.2	1	\$46.88	3.2	\$150.00	
WFSB	SUN	7-9	M	News	450.00		-	3.5	\$128.57	1	\$450.00	
WFSB	SUN	9-1030	M	CBS Sunday Morning	800.00		-	5.5	\$145.45	5.5	\$825.00	
WFSB	SUN	1030-1130	M	Face the Nation	150.00		-	2.5	\$60.00	2.5	\$150.00	
WFSB	M-F	9-10A	M	Reids and Kelly	400.00		-	2.9	\$137.83	14.5	\$2,000.00	
WFSB	M-F	10-11A	M	Lots We've a Deal	400.00		-	2.5	\$160.00	0.0	\$0.00	
WFSB	M-F	11-1230	M	Price is Right	500.00		-	3.0	\$166.67	15.0	\$2,500.00	
WFSB	M-F	12-1230	M	Noon News	250.00		-	4.2	\$59.52	21.0	\$1,250.00	
WFSB	M-F	1230-2P	E	Soaps	500.00		-	2.6	\$192.31	0.0	\$0.00	
WFSB	M-F	2-3P	M	The Talk	150.00		-	1.7	\$88.24	0.0	\$0.00	
WFSB	M-F	3-4P	E	Better Off	150.00		-	1.8	\$83.33	0.0	\$0.00	
WFSB	M-F	4-5P	E	Dr. Oz	300.00		-	1.2	\$250.00	6.0	\$1,500.00	
WFSB	M-F	5-530P	L	News	575.00		-	6.8	\$84.56	34.0	\$2,875.00	
WFSB	M-F	530-6P	-	News	1,500.00		-	7.2	\$208.33	36.0	\$7,500.00	
WFSB	M-F	6-630	-	News	2,100.00		-	7.4	\$283.78	37.0	\$10,500.00	
WFSB	SAT	6-630	-	News	700.00		-	3.1	\$225.81	0.0	\$0.00	
WFSB	M-F	7-730P	-	Inside Edition	1,200.00		-	5.0	\$240.00	5.0	\$1,200.00	
WFSB	M-F	730-8	-	Entertainment Tonight	1,200.00		-	4.4	\$272.73	17.6	\$4,800.00	
WFSB	SAT	7-8	-	Entertainment Tonight	150.00		-	1.7	\$88.24	0.0	\$0.00	
WFSB	M-F	1134P-1235	-	Lorraine	200.00		-	2.0	\$100.00	8.0	\$800.00	
WFSB	M-SU	11-1135P	-	Latino News	1,200.00		-	4.8	\$244.90	29.4	\$7,200.00	
WFSB	SUN	7-8P	-	60 Minutes	3,000.00		-	5.5	\$115.79	9.5	\$3,000.00	
WFSB	Tue	8-9P	-	NCIS	4,500.00		-	14.0	\$321.43	14.0	\$4,500.00	
WFSB	SUN	1-4P	-	NFL	6,500.00		-	10.0	\$650.00	10.0	\$6,500.00	
WFSB	SUN	9-10P	-	The Good Wife	3,200.00		-	6.4	\$980.85	8.4	\$3,200.00	
										93	\$191.11	43.5
											\$79,025.00	\$79,025.00

REPORT PREPARED BY: Message and Media  
 CONFIDENTIAL



**WFSB**  
333 Capital Blvd  
Rocky Hill, CT 06067  
(860)728-3333

# CONTRACT

Contract / Revision 494690 /	Alt Order #
<b>Product</b> September 24-September 30, 2012	
Contract Dates 09/24/12 - 09/30/12	Estimate #
Advertiser Friends Of Chris Murphy	Original Date / Revision 10/05/12 / 10/05/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast
Station WFSB	Account Executive House- National
Sales Office House-National	
<b>Special Handling</b>	
<b>Demographic</b>	
Adults 35+	
IDB#	Advertiser Code
Product Code	
Agency Ref	Advertiser Ref

And:

**Message & Media Inc**  
100 Albany Street, Suite 200B  
New Brunswick, NJ 08901  
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
										NM		
1	WFSB	09/24/12	09/28/12	430A EYEWITNESS NEWS	430-5A		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	MTWTF--					5	\$250.00			
2	WFSB	09/24/12	09/28/12	Eyewitness News		5am - 5:30am	:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	MTWTF--					5	\$450.00			
3	WFSB	09/24/12	09/28/12	Eyewitness News		5:30a - 6am	:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	MTWTF--					5	\$600.00			
4	WFSB	09/24/12	09/28/12	Eyewitness News		6am - 6:30am	:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	MTWTF--					5	\$900.00			
5	WFSB	09/24/12	09/28/12	Eyewitness News		6:30am - 7am	:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	MTWTF--					5	\$900.00			
6	WFSB	09/24/12	09/28/12	CBS: THE EARLY SHOW		7am - 9am	:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	MTWTF--					6	\$200.00			
7	WFSB	09/29/12	09/29/12	Eyewitness News Weekend		6am - 7am	:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S-					1	\$350.00			
8	WFSB	09/29/12	09/29/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S-					2	\$450.00			
9	WFSB	09/30/12	09/30/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S					1	\$150.00			
10	WFSB	09/30/12	09/30/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S					1	\$450.00			
11	WFSB	09/30/12	09/30/12	Face the Nation/ Face the St!	10:30am - 11:30am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S					1	\$150.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
333 Capital Blvd  
Rocky Hill, CT 06067  
(860)728-3333

Contract / Revision 494690 /	Alt Order #	
Contract Dates 09/24/12 - 09/30/12	Product	Estimate #
Advertiser Friends Of Chris Murphy	Original Date / Revision 10/05/12 / 10/05/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
											Spots	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	-----S								
12	WFSB	09/24/12	09/28/12	9am-10am								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	MTWTF--								
13	WFSB	09/24/12	09/28/12	11a-12p Price is Right								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	MTWTF--								
14	WFSB	09/24/12	09/28/12	Eyewitness News								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	MTWTF--								
15	WFSB	09/24/12	09/28/12	4p-5p Dr. Oz								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	MTWTF--								
16	WFSB	09/24/12	09/28/12	Eyewitness News								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	MTWTF--								
17	WFSB	09/24/12	09/28/12	Eyewitness News								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	MTWTF--								
18	WFSB	09/24/12	09/28/12	Eyewitness News								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	MTWTF--								
19	WFSB	09/24/12	09/28/12	Entertainment Tonight								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	MTWTF--								
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>								
	5	WFSB	09/24/12-09/30/12	Entertainment Tonight								
				See MG 19.6								
	6	WFSB	09/26/12-09/28/12	Inside Edition								
				7pm - 7:30pm								
	④	MG for 19.5	09/27	Credited								
N 20	WFSB	09/29/12	09/29/12	Ent. Tonight Wknd								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	-----S-								
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>								
	1	WFSB	09/24/12-09/30/12	Ent. Tonight Wknd								
				Credited								
21	WFSB	09/24/12	09/28/12	Late Night with David Letterman	11:35pm - 12:37am							
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	MTWTF--								
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>								
	3	WFSB	09/24/12-09/30/12	Late Night with David Letterman	11:35pm - 12:37am	MTuWThF----		:30	\$200.00			
				See MG 21.6								
	6	WFSB	09/26/12-09/28/12	CBS: THE EARLY SHOW	7am - 9am							
				7pm - 8pm								
	④	MG for 21.3	09/27	Credited								
22	WFSB	09/24/12	09/30/12	Eyewitness News	11PM - 11:35PM							
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	MTWTFSS								
23	WFSB	09/30/12	09/30/12	60 Minutes	7pm - 8pm							
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/24/12	09/30/12	-----S								

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**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

Contract / Revision 494690 /	Alt Order #
Contract Dates 09/24/12 - 09/30/12	Product September 24-September
Advertiser Friends Of Chris Murphy	Original Date / Revision 10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
24	WFSB	09/25/12	09/25/12	NCIS	8pm-9pm		:30			NM	1	\$4,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/24/12		09/30/12		-----T-----	1	\$4,500.00						
25	WFSB	09/30/12	09/30/12	Patriots Football	1:00pm - 7:00pm		:30			NM	1	\$6,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/24/12		09/30/12		-----S-----	1	\$6,500.00						
26	WFSB	09/30/12	09/30/12	Good Wife	9pm - 10pm		:30			NM	1	\$3,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/24/12		09/30/12		-----S-----	1	\$3,200.00						
27	WFSB	09/30/12	09/30/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 09/24/12		09/30/12		-----S-----	1	\$800.00						

Totals 93 \$79,025.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	93	\$79,025.00	\$67,171.25
<b>Totals</b>	<b>93</b>	<b>\$79,025.00</b>	<b>\$67,171.25</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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